User Engagement and Training

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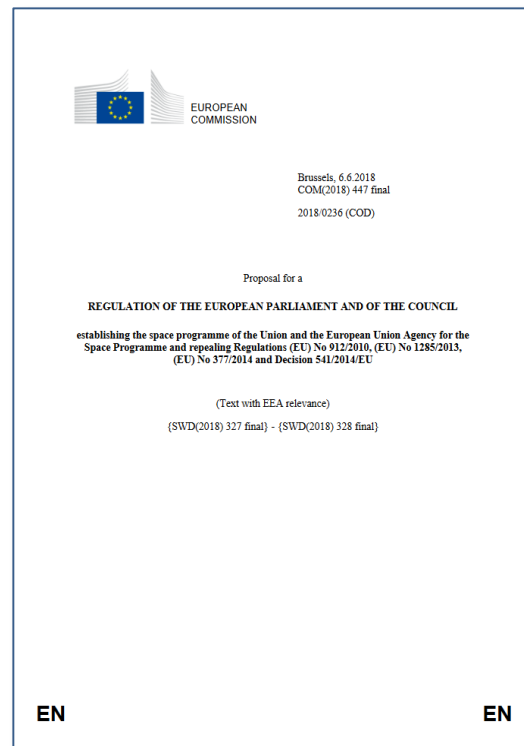
Focus on users in upcoming EU Space Regulation

EC proposal for a Regulation establishing the space programme of the Union (COM/2018/447 final - 2018/0236 (COD))

- Copernicus is a user-driven programme…

- Evolving requirements of the Copernicus core users… recognising the emergence of new user communities either public or private.

- Copernicus should base itself on an analysis of options to meet evolving user needs…

- …shift from the first stage of operational services to the provision of advanced and more targeted services to new user communities and the fostering of added-value downstream markets…

- … its further implementation should adopt an approach following the data value chain…

EUROPEAN COMMISSION

Brussels, 6.6.2018
COM(2018) 447 final

2018/0236 (COD)

Proposal for a

REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

establishing the space programme of the Union and the European Union Agency for the Space Programme and repealing Regulations (EU) No 912/2010, (EU) No 1285/2013, (EU) No 377/2014 and Decision 541/2014/EU

(Text with EEA relevance)

{SWD(2018) 327 final} - {SWD(2018) 328 final}

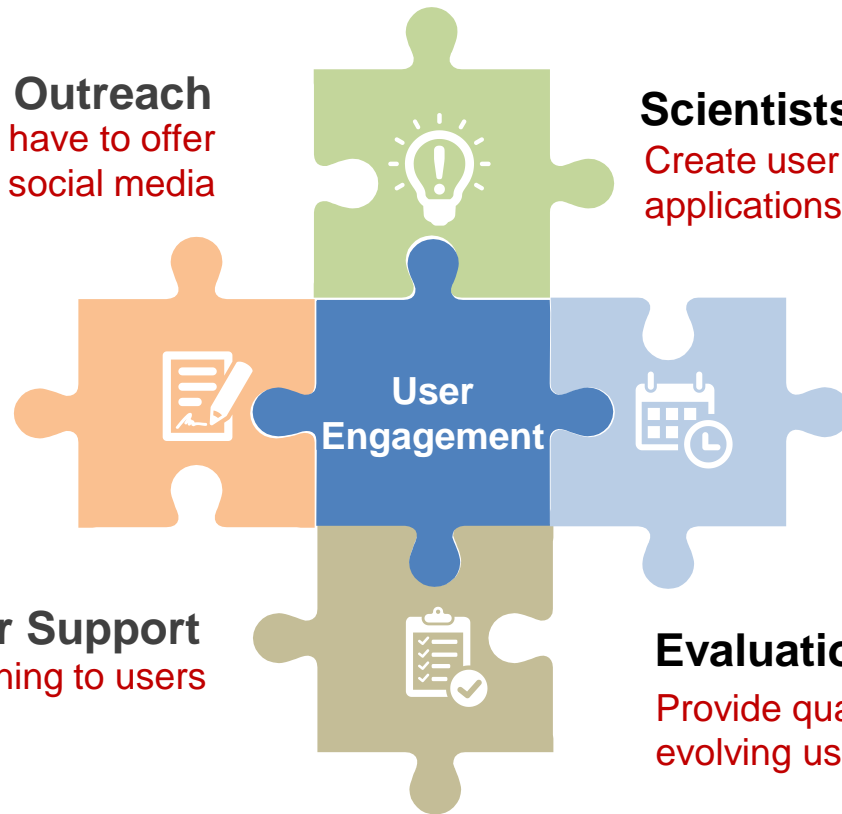EN   EN

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CAMS and C3S *are already* user oriented services

Communication and Outreach
Let the world know what we have to offer via events, press and social media

Scientists and technical experts
Create user oriented data, products, applications and infrastructure

User Engagement

User Support
Provide support and training to users

Evaluation and Quality Control
Provide quality assurance in line with evolving user needs
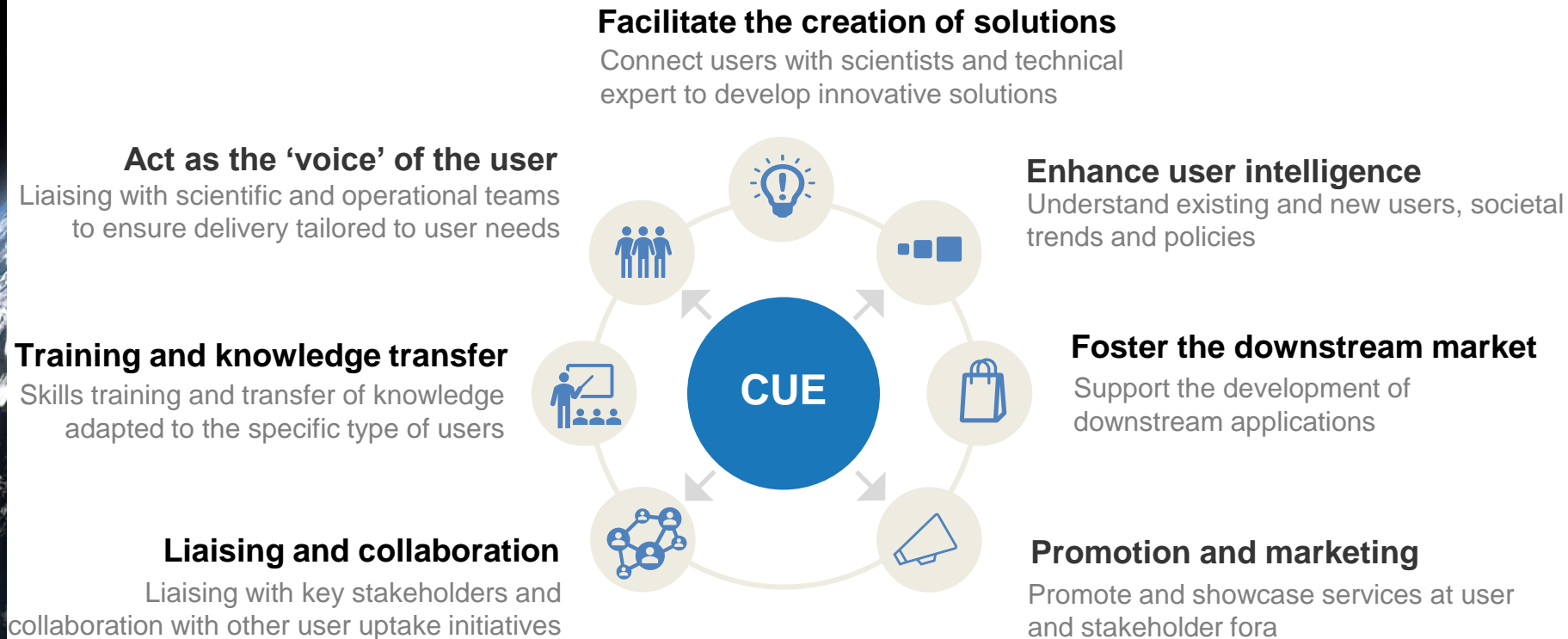
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Copernicus User Engagement (CUE)

New horizontal component supplementing and closely collaborating with other user-oriented service components

AIM

Increase user uptake and user satisfaction,
unlock new potential applications and provide training
with the ultimate aim to
enhance the impact of our services

What User Engagement will bring to CAMS and C3S

Facilitate the creation of solutions
Connect users with scientists and technical expert to develop innovative solutions

Act as the 'voice' of the user
Liaising with scientific and operational teams to ensure delivery tailored to user needs

Enhance user intelligence
Understand existing and new users, societal trends and policies

Training and knowledge transfer
Skills training and transfer of knowledge adapted to the specific type of users

CUE

Foster the downstream market
Support the development of downstream applications

Liaising and collaboration
Liaising with key stakeholders and collaboration with other user uptake initiatives

Promotion and marketing
Promote and showcase services at user and stakeholder fora

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Facilitate the creation of solutions

Connect core users with scientists and technical expert to develop innovative solutions
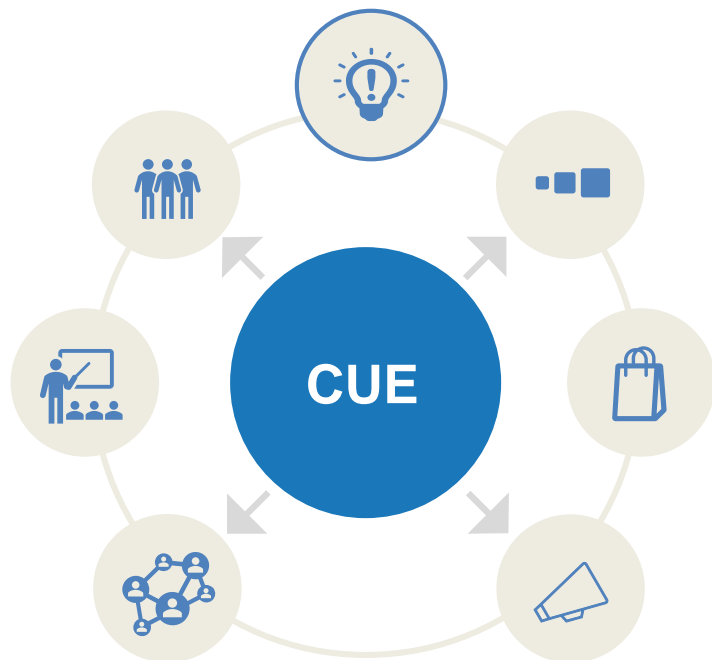
Tight customer relationship with our <u>core</u> users:
- EC policy DGs and EU Agencies
- UN Agencies (WMO, WHO, UNFCCC, etc.)
- Member States (Env. Agencies, NMHSs)

- Accompany our customers in their journey and guard quality of relations and overall user satisfaction

- Facilitate the development of tailored-made applications and turn-key solutions and stimulate co-creation of knowledge with domain specialists

- ITT: Roster of contractors to support development of user specific applications and solutions

- Horizon Europe: together with Member States help to specify research and innovation needs on services evolution and innovative use of the services

Enhance user intelligence

Understand existing and new users, societal trends and policies to unlock the full potential of the services
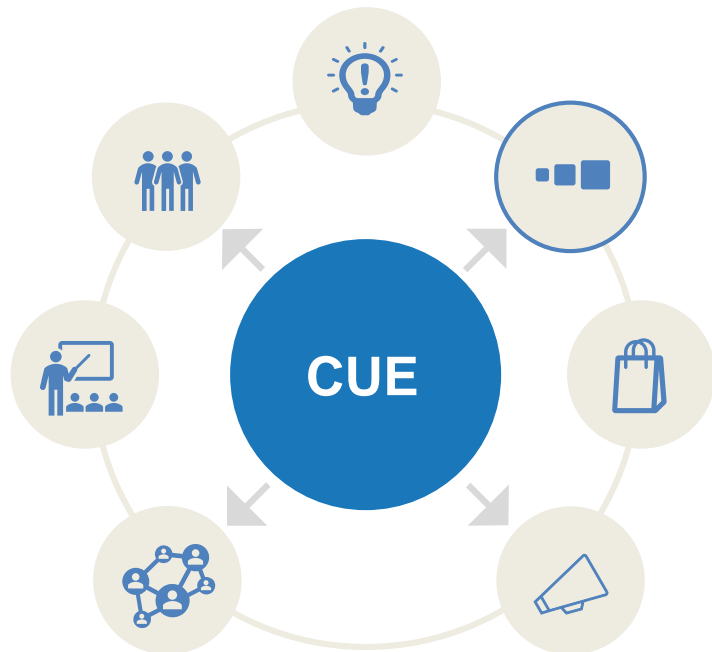
- Continue to strengthen internal user intelligence: lessons learned from CUF and URADs

- Segment *societal sectors* and *user types* and link with priority policies at EU and UN level

- Map the various data value chains: players, data access infrastructure, capacity & skills, bottlenecks

- Organise sector specific workshops and Users Days in, and with support of, Member States

- Define targeted user uptake and capacity building strategies, i.e. focus on specific user types, sectors and European regions (e.g. Eastern and Central Europe)

- Re-procure CAMS ITT User Uptake (CAMS_94) and enforce C3S User Uptake activities via new ITTs

- ITTs on consultancy studies

Foster the downstream market

Support the development of downstream applications

CAMS and C3S are part of a wider Data Value Chain and downstream market plays a crucial role in transforming data into end-users specific solutions

- Envisaged approach for most users including research and education organisations, commercial and private bodies, charities, non-governmental organisations, etc.

- Organisation of (e)-Hackathons

- ITTs: Continuous open call on Use Cases – staged approach based on TRL and market readiness

- ITTs: Dedicated actions to on-board new user communities and to tackle specific challenges at European/regional level

- ITTs: Rapid procurement calls to fund small scale studies and ideas on specific societal challenges
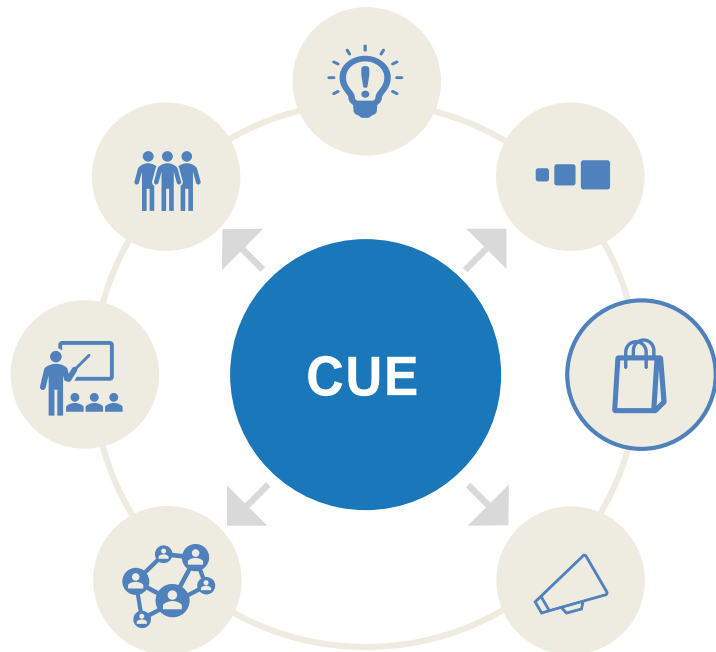
Promotion and marketing
## Promote and showcase services at user and stakeholder fora

In close coordination with the communication team

- Present and showcase the CAMS and C3S services at high level events, national as well as international fora

- Promote products and services to stakeholders, Copernicus partners and user communities

- Marketing strategies adapted to the different audiences, sectors and user communities

- ITTs: Development of impactful marketing and value proposition material including sector specific infographics, documentation, GIS based story maps and user stories
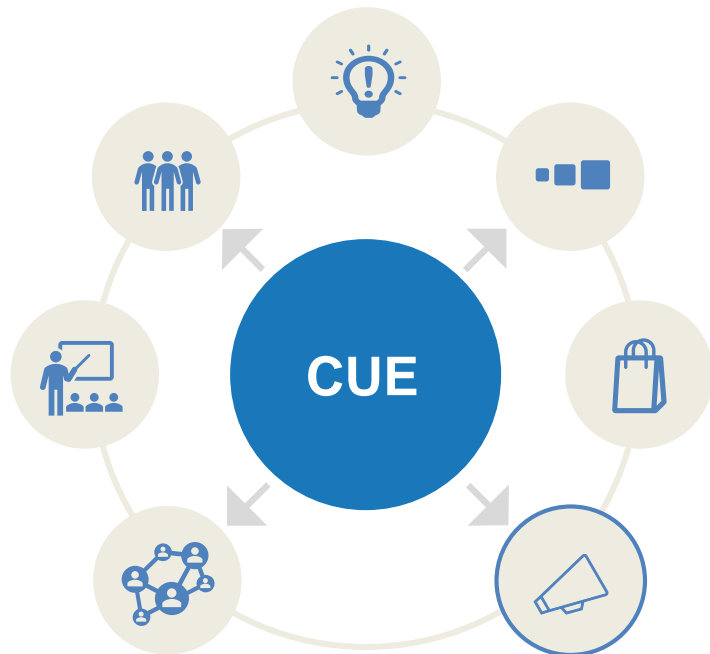
Liaising and collaboration

Liaising with key stakeholders and collaboration with other user uptake initiatives
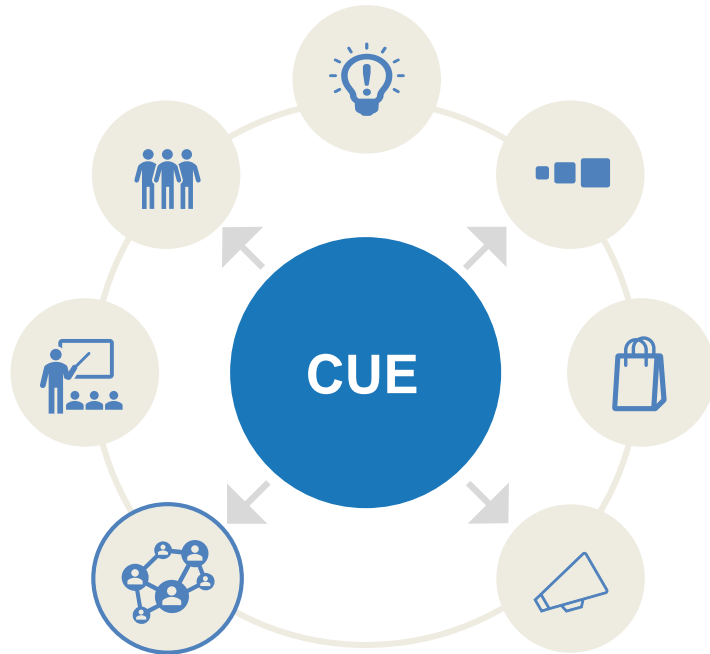

- Support and liaise with EU and UN bodies
- Co-design and collaborate with Member States on national user uptake initiatives to ensure uptake at all levels and adapted to specific national needs, where possible in national language(s)
- Coordinate CAMS and C3S' role in the overarching Copernicus Knowledge Hubs, including collection of products from other Copernicus Services = action to enhance Copernicus' role as an EU funded service oriented to support EU and national policies
- Contribute to and engage with Copernicus Start-Up Programmes (Accelerators, Hackathons, Masters) and other Copernicus User Uptake initiatives

Training and knowledge transfer

Skills training and transfer of knowledge adapted to the specific type of users

*In close collaboration with ECMWF User Services*
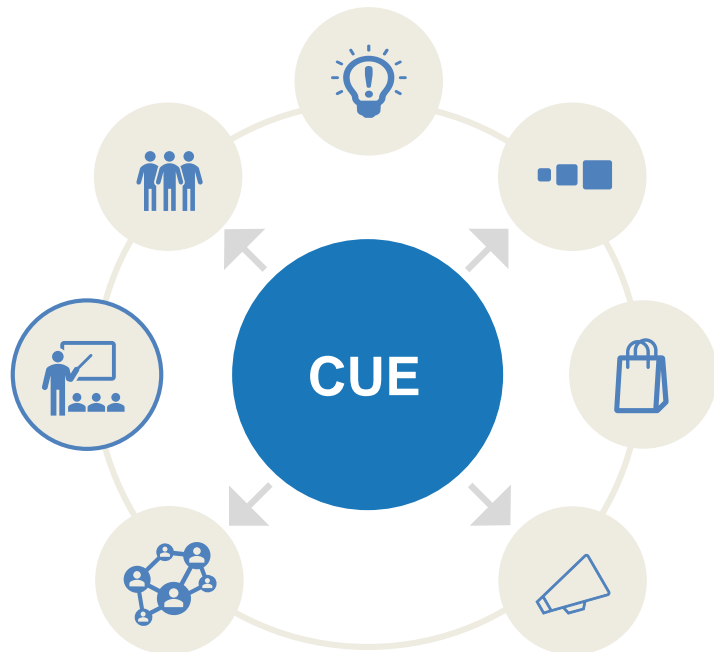
- Train various user communities on the skill sets with focus on expert users who will effectively work with the data and ensure transfer knowledge on the potential of our data and products

- ITTs: e-learning resources, local training sessions, summer schools, education programmes, MOOCs

- Co-design with Member States specific learning resources to engineer knowledge transfer through the whole data value chain

- Collaborate with other initiatives to boost impact and uptake: Climate-KIC initiatives, ESA Climate Change Initiative, etc.

- Capitalise on ECMWF e-learning platform and existing learning capacity

Act as the 'voice' of the user

Liaising with scientific, operational and user support teams to ensure delivery tailored to user needs

Joint effort with Copernicus User Support and Evaluation and Quality Control capacities
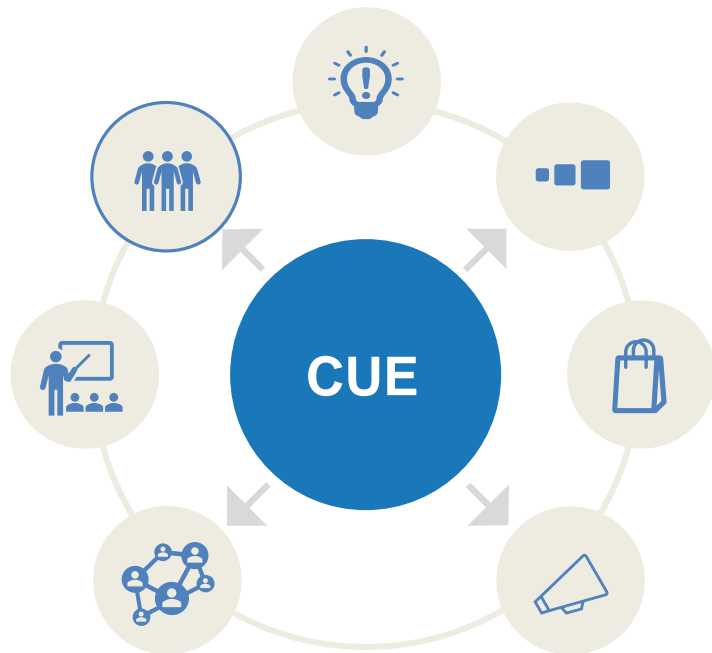
- Further strengthen user-oriented mind-set throughout the different components of our internal organisational structure, including contributing contractors

- Define and support the implementation of required internal processes, incorporating feedback from Member States

- Strengthen feedback loops to manage user expectations

- Coordinate user oriented activities and contribute to further streamline user uptake statistics and reporting

This is just the beginning…

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